Project Report
on
Factors Affecting Service Quality of Commercial Private Bank

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Letter of Transmittal

August 30, 2020

Dr. Md, Golam Morshed
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Subject: Submission of Project Report on "Factors Affecting Service Quality of Commercial Private Bank"

Dear Sir,

With due respect, I beg to inform you that, I am a student of MBA, 50th batch & dept. of DBA at Uttara University. I am very glad to submit you my project report prepared on **"Factors Affecting Service Quality of Commercial Private Bank"**

I have given my best effort to prepare the report with relevant information that I have collected from various sources during my project program from 20st June to 25th August 2020.

I pray and hope that the mistake of the report may have, will be kindly excused. So I cordially request to you evaluating this report & enough kind to receive this report.

Sincerely yours

……………………….

Umme Maria
ID: 2193061018
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Student's Declaration

I declare that the Project Report on **"Factors Affecting Service Quality of Commercial Private Bank"** includes the results of my own research works, pursued under the supervision of Dr. Md, Golam Morshed, Assistant Professor, School of Business, Uttara University.

I also declare that the internship report is prepared for academic purpose only. This report is not submitted by others.

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Umme Maria

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Program: MBA

Major: Accounting

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Supervisor's Declearation

This is to certify that Umme Maeria a student of MBA, ID: 2193061018, has successfully completed his project report on **"Factors Affecting Service Quality of Commercial Private Bank"** under my supervision for the partial fulfillment of the award of BBA degree.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think his program will help him in the future to build up his finer career.

……………………..

Dr. Md, Golam Morshed
Assistant Professor
Department of Business Administration
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Acknowledgement

With God, all things are possible; for he has made it possible by giving me the ability and strength to carry out this study. I say thank you Almighty Allah.

Works like this kind cannot be carried out without the help and guidance of an experienced person. I therefore wish to express my profound gratitude to Dr. Md, Golam Morshed my supervisor for her suggestions, support, patience and constructive criticism throughout the research period.

Not forgetting the Lecturers and staff in the Department of BBA, School of Business, Uttara University.

Lastly, to my parents, husband, children, brother and sisters who by their encouragement gave me the strength to carry on when all hope was lost. I say Allah Bless you all.

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Justification of the Study

- The study motivated to know about the product and services of the private commercial bank and their service quality. This research helps to obtain detailed information on the trends and prospect of private commercial banking service. It also shows the different between private banking services and public banking services. The commercial banks are increase their strategic planning and management capacity to utilize any rise in capital to increase profits and also show their quality and performance.
- The project topic is "Factors Affecting Service Quality of Commercial Private Bank." According to the topic it is important to understand the development of banking products, services and banking activities. Banking service quality is the most important element that customers consider in order to select their mortgage providers and establish a long-term relationship with them. The other three refer to product attributes, access and communication. In fact, the elements in banking services design that moved consumers the most in the five areas studied- saving, checking, certificates, credit cards and home equity products were some of the most basic. Branches ranked more importantly than some might have expected though not always for anticipated reasons. For this research consumers will able to know about the service quality of Private Commercial Bank.
- The target of the research is to develop a new banking product and services Private Commercial Bank instead of some current obsolete services they offer. One of the major such obsolete services is dealing with foreign investments mainly made by the citizens. The importance of description of the of the stage of banking engineering is also due to the fact that depending on the stage of the innovative product development, the cost of its appearance and the result from its use are distinguished. The diagnostic of a stage and its interval allows us to suppose a different effect from the research.

The aim of this study is to find out the impact of service quality on customer satisfaction. Customers are the main variable at all of industry also in banking industry. Beside the tendency on profit enhancing, banks also focus on customer satisfaction.

Objective of the Study:

The main objective of this study was to examine the Factors Affecting Service Quality of Commercial Private Bank.

- To determine the impact of service quality on customer satisfaction in the private commercial banks of Bangladesh in terms of service dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy.
- to identify the customers attitude towards the present customers service quality of the Banking sector.
- The focus of the study is to find out the relationship between service quality and customer satisfaction among the various private commercial banks.
- to identify the factors responsible for service quality of the banks
- to address the importance of improving service quality in the banking industry.

Methodology

This study had been conducted by analyzing 10 journal articles of famous researchers who have previously conducted several researches on the same field. These articles are retrieved from renowned websites like researchgate.net, sciencedirect.com etc. the study is based on the theoretical analytical approach to reach the results by reviewing the previous studies and concept of service quality of private commercial bank, the quality of Banking product and services, and the relationship between customers and Banks employee depends on Banking services .

The data was organized according to the relevance to the study about to be conducted. Data processing was done non-analytically to achieve the goal of the study.

Discussion

Literature Review

Aaccording to **VENCATAYA Lomendra- (2019)** During past few decades the interest of academics and researchers has amplified to measure the link between service quality and customer satisfaction in the area of service settings such as the banking sector (Levesque and McDougall, 1996 ; Oliver and Swan, 1989 ; Cadotte *et al*., 1987 ; Swan and Trawick, 1980). Numerous researchers have further debated whether service quality is a cause of customer of satisfaction (Cronin and Taylor, 1992; Parasuraman *et al.*, 1985), which helps to identify a link between both constructs. Overwhelming body of literatures have depicted that both concepts are distinct conceptually but are very closely related to each other (Parasuraman *et al*., 1994 ; Shemwell *et al*., 1998) ; where any increase in one (service quality) leads to an increase in another (satisfaction) (Sureshchandar *et al*., 2002).

According to **Md. Ashaduzzaman, (2018)_** Evaluating customer satisfaction has become increasingly popular in the last two decades (Eggert, Ulaga, 2002) and brings thus important revenues for market research companies. This popularity derives from the acceptance, that the satisfaction construct is a predictor for repurchase intentions, word-of-mouth and loyalty. As Ravald and Grönroos point out (Ravald, Grönroos, 1996), customer satisfaction is a better predictor of intentions to rebuy than service quality. Satisfied customers are considered to maintain contact with the company, buy more products or services and buy more often. Peyton et al., 2003 add the likelihood of acceptance of other products in the product line and the favorable word-of-mouth. Clearly, from a Best Value perspective the measurement of service quality in the service sector should take into account customer expectations of service as well as perceptions of service. However, as Robinson (1999) concludes: "It is apparent that there is little consensus of opinion and much disagreement about how to measure service quality". One service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman et al . (1985, 1986,1988, 1991, 1993, 1994; Zeithaml et al., 1990). The SERVQUAL instrument has been the predominant method used to measure consumers' perceptions of service quality.

According to **Sazzad Hossain**,-(**2013**) Definition of service quality revolved around the idea that it is the result of comparison that customers make between their

expectations about a service and their perception of the way the service has been performed

(Lewis and Booms, 1983; Lehtinen & Lehtinen, 1982; Gonoroos, 1984; Parasuraman et al, 1985, 1988, 1991, 1994). Lehtinen and Lehtinen (1982) gave a three dimensional view of service quality. They see it as consisting of what they term “interaction”, “physical” and “corporate” quality. Traditionally, service quality has been defined as the difference between customer’s expectation of service to be received and perception of service actually received. (Gonoroos, 1984; Parasuraman et al, 1988, 1991). Furthermore Dabholkher et al. (2000) suggested that it is better to consider factors associated with service quality like reliability and responsiveness as being antecedents of customer’s perceptions of service quality as dimension and components of the construct.

According to **Rashed Al Karim, (2014)**

Service Quality

Service quality is considered an important tool for a firm’s struggle to differentiate itself from its competitors (Ladhari, 2008). Service quality has received a great deal of attention from both academicians and practitioners (Negi, 2009) and service marketing literature defined service quality as the overall assessment of a service by the customer (Eshghi et al., 2007).

Services Quality in Banking Sector

In the changing banking scenario of 21st century, the banks had to have a vital identity to provide excellent services. Banks nowadays have to be of world-class standard, committed to excellence in customer’s satisfaction and to play a major role in the growing and diversifying financial sector (Guo et al., 2008). There has been a remarkable change in the way of banking in the last few years.

Dr. Nazrul Islam, 2019- has to determine the above theories and suggestions by other researchers such as, Liljander (1995), Cadottee, Woodruff and Jenkins (1983, 1987), Bolfing and Woodruff (1988), Prakash and Lounsbury (1984), and Swan (1988) suggest many possible comparison standards including predicted service, ideal service, excellent service, desired service, deserved service, needs and values, cultural norms, promises, adequate service, best brand norm, brand norm, product type norm, favorite brand model, comparative expectations, equity and fairness.

MD. MASUKUJJAMAN,(2010) confirm that the customers' perspective, service quality significantly influences customer satisfaction and customer satisfaction has direct influences on loyalty. Research findings indicate that service quality influences purchase intentions more than does customer satisfaction. It is therefore imperative on the part of bankers to stress upon both service quality and customer satisfaction, in order to raise the retention intentions of customers. Also, no research has so far been conducted in Bangladesh on customer satisfaction based on categories of services among banks. The empirical results of the present study may therefore provide improved insights on banking service filling the prevailing research gaps and it seeks to simultaneously analyze service quality and customer satisfaction.

Tasnema Afrin-(2010) has to determine service quality is how well the service provided is meeting the expectation of the customer who perceived it. That is providing high quality service is how excellently customers were constantly satisfied with the service provided by the service suppliers. Also Gronroos define4ed service quality as a perceived judgement, resulting from an evaluation process where customers compared their expectation with the service they received.

Findings

Association between Reliability and Satisfaction

Responses to our research suggest that Reliability is a positive and significant relationship with Customer Satisfaction. Five attributes were used to assess the satisfaction in relation to the Reliability and the study finds that most respondents showed indecision about banks' promises to do something. So the retail banks should implement their promises that they want to convey to their customers and it will be trustworthy to their clients

Responsiveness and Satisfaction

Responsiveness is the timely reaction towards the customers' needs. In case of keeping customers informed when service be delivered, it is comprehended that customers revealed negative arrogance toward these commercial banks. So the banks should notify their customers before delivering services because it is related to satisfaction. Similarly with respect to giving prompt service, customers are happy. The commercial banks should maintain this characteristic. It is also found that clients are pleased for employees' responding to any request made by customers. That's why; there is a positive relationship between Responsiveness and Customer Satisfaction.

Assurance and Satisfaction

The research suggest that there is a significant positive relationship between the Assurance and Customer Satisfaction. This is a way to retain the customers, and even it can become a selling point to a particular bank if they can develop a good confidence level compare to others. Respondents are contented with the courtesy and proper knowledge of the employees. In this manner, the retail banks should improve the assurance in their services.

Empathy and Satisfaction

Empathy is the caring and individualized attention to the customers. The study finds that Empathy is significantly related with Customer Satisfaction. For example, in Bangladesh, the banking hour starts at 10 AM to 4PM but it is problematic to those who have jobs at that time because depositing and withdrawing money are difficult to them. This may be a competitive way to create and retain satisfied customers by offering a convenient operating hour. So the research indicates that the more caring and individualized attention to customers, the greater the chance to create satisfaction in the mind of customers.

Tangibles and Satisfaction

Tangibles encompass the appearance of the company representatives, facilities, materials, and equipment. Our research shows that it has positive correlation and high significant with customer service. the decoration of the banks, different equipment's used to provide services are visually attractive. The commercial private banks can differentiate the services by using distinctive materials to generate services. That's why, it can be concluded that the more tangibles, the more satisfaction to customers.

Future Forward

Several limitations came up while doing this study though it's expected that these limitations have not affected the process or outcome of the study. It's supposed that these limitations will be satisfied in the future research.

1. First, only 10 articles were reviewed to do this study. Clearly, there will be other Factors affecting service quality of commercial private bank -related articles published in other journals. However, in mitigation of this limitation, the strength of the study is the ability to make comparisons with the findings of the earlier study of Factors affecting service quality of commercial private bank -related work conducted by other researchers. By comparing the results of this study with those of other researchers, it has been identified with some certainty that the significant changes and trends that have occurred in the use of Factors affecting service quality of commercial private bank in the industries of Bangladesh.
2. Second, each article was classified based on the judgement of the authors. The fact-finding for classifying the articles in this study, the fundamental theories and research methods used could differ from the other researcher's perspectives. However, these differences are only minor and that the comparisons made of the results are accurate and that the changes and trends identified in the demand of Factors affecting service quality of commercial private bank in Bangladesh are persistent and real.
3. Information was not sufficient. It was hard to obtain some of the information from the websites.
4. Some of the theories and definitions don't get matched entirely with the present context of the economy and financial organization in Bangladesh. It gets matched partially instead.

Recommendation & **Conclusion:**

The study shows that the slogans "the customer is king" or "the customer is god" or "the customer is always right" indicate the importance of customers to businesses. Without any doubt, no business can exist without customers. That’s why; commercial banks should afford greater satisfaction for their customers. In order to offer satisfaction, the organization needs to ensure the right products and services supported by the right promotion and making it available at the right time for the customers. A business that caters to their customers` needs will inevitably gain the loyalty of their customers, thus resulting in repeat business as well as potential referrals. Consequently, it is imperative that businesses get to know their customers. When a business focuses on delivering what is of value to their customers, this will generate the potential for repeat business as well. The response from the survey is a proof to the customer satisfaction hypothesis and there exists a positive relationship between reliability with customer satisfaction. Similarly, the other attributes, such as; assurances, tangibles, empathy and responsiveness all have positive relationship with customer satisfaction. The benefits of such surveys represent not only a clearer picture of the customers but also an overview of the areas the banks need to improve. In this manner the banks have the chance to accede to a higher customer satisfaction level and maintain a strong relationship with its clients.

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Appendix 1: Introducing Consulted Articles

sl	Article name	author(s)	Journal Name	Volume, (Issue), page no.	Year	Publisher
1	Exploring the mediation effect of service quality implementation on the relationship between service quality and performance in the banking industry in Jordan	Mamoun N. Akroush	Global Business and Economics Review,	10, No. 1, 2008	2008	Researchgate
2	Behavioural responses to customer satisfaction: an empirical study	Antreas D. Athanassopoulos Spiros Gounaris Vlasis Stathakopoulos	European Journal of Marketing	35,5/6	2001	Science direct
3	Understanding Service Convenience	Leonard L Berry Dhruv Grewal	Journal of Marketing	69 ,26–43	2002	Researchgate
4	CUSTOMER RELATIONSHIP MANAGEMENT MODEL FOR BANKS	Gayathry S	Journal of internet banking and commerce ,	1204-5357	2016	Researchgate-
5	Intellectual capital and financial performance: A study of the Turkish Banking Sector.	Nasif Ozkana Sina Cakan, Murad Kayacanc	Borsa Istanbul Review	17, Issue 3,	2017	Researchgate
6	Measuring Service Quality in the Banking Industry: A Hong Kong Based Study	Mei Mei La Ronnie Cheung Aris Y. C. Lam Yuen Ting Chu	Contemporary Management Research	9, No. 3,.	2013	Technovation
7	Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh	Md. Hafez & Naznin Akther	Global Journals Inc. (USA	17 Issue 1 Version 1.0	2017	Researchgate

8	Why consumers are not using internet banking: A qualitative study	Philip Gerrard J Barton Cunningham James F Devlin	Journal of Services Marketing	20(3):160-168	2006	Researchgate
9	Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf	CHULHWAN CHOI , T. CHRISTOPHER GREENWELL KYONGMIN LEE	Journal of Physical Education and Sport	18(3), Art 216	2018	Researchgate
10	The Moderating Effect of Local VS. Foreign Courier Service Providers on Logistic Service Quality (LSQ)	Jessica Sze Yin Ho, Derek Ong Lai Teik, Felicia Tiffany, Loong Fatt Kok, and Tat Yang T	International Journal of Trade, Economics and Finance	3, No. 4.	2012	Researchgate

Appendix II : Complication of objectives/purpose/hypothesis addressed by the articles

Article no.	objective/purpose/hypothesis
1	Objective • to investigate the relationship between service quality dimensions (functional and technical) and bank performance (financial- and customer-based measures) • to reveal the factors that affect service quality implementation in banks • to investigate if the relationship between functional quality of service and bank performance is mediated by service quality implementation • to examine if the relationship between the functional quality of service and bank performance measures is different owing to service quality implementation variables.
2	Hypothesis • H1: Perceptions of high customer satisfaction are positively related to positive word-of-mouth communications. • H2: Perceptions of high customer satisfaction are negatively related to switching behaviour expressed either in terms of intention and/or decision to switch.
3	Hypothesis H1: Involvement (a) moderates (enhances) the positive relationship between customer satisfaction and objective repurchase behavior but (b) does not moderate the positiverelationship between customer satisfaction and repurchase intentions. H2: Household income (a) moderates (enhances) the positive relationship between customer satisfaction and objective repurchase behavior but (b) does not moderate the positive relationship between customer satisfaction and repurchase intentions.

4	Objective • To examine the effectiveness of CRM in banks with respect to CRM elements • To identify the effectiveness of CRM and to determine the lacunae in the process of CRM by establishing an empirically tested CRM model.
5	Hypothesis H1 There is a significant positive relationship between the value added intellectual capital coefficient (VAIC) of the banks operating in Turkey and their financial performance measure (ROA). H2 There is a significant positive relationship between the capital employed efficiency coefficient (CEE) of the banks operating in Turkey and their financial performance measure (ROA). H3 There is a significant positive relationship between the human capital efficiency coefficient (HCE) of the banks operating in Turkey and their financial performance measure (ROA). H4 There is a significant positive relationship between the structural capital efficiency coefficient (SCE) of the banks operating in Turkey and their financial performance measure (ROA).
6	Hypothesis H1: Tangibility has a positive influence on customer satisfaction. H2: Responsiveness has a positive influence on customer satisfaction. H3: Reliability has a positive influence on customer satisfaction. H4: Assurance has a positive influence on customer satisfaction. H5: Empathy has a positive influence on customer satisfaction.
7	Objective To examine whether service quality has significant relationship on customer loyalty. • To examine whether customer satisfaction has significant relationship on customer loyalty. • To examine whether trust has significant relationship on customer loyalty. • To examine whether switching cost has significant relationship on customer loyalty.
8	Objective The objective of this exploratory study is to develop a better understanding of the factors which explain why certain consumers are not using internet banking. In the following sections, we provide an overview of the internet banking market in Singapore to assist readers in their understanding of which local institutions offer financial services over the internet and how the number of users has grown over time
9	Hypothesis H1: Core service has a direct positive influence on perceived value. H2: Peripheral service has a direct positive influence on perceived value H3: Core service has a direct positive influence on consumer satisfaction. H4: Peripheral service has a direct positive influence on consumer satisfaction. H5: Perceived value has a direct positive influence on consumer satisfaction.
10	Hypothesis H1: Timeliness has a significant influence on customer satisfaction with courier services.

	H2: Condition/accuracy of order has a significant influence on customer satisfaction with courier services. H3: Quality of information has a significant influence on customer satisfaction with courier services. H4: Availability/quality of personnel has a significant influence on customer satisfaction with courier services.

Appendix III: Complication of Methods used in the articles

Article no.	Methods used
1	The research population consists of all the banks that are operating in Jordan and are registered with the Central Bank of Jordan. There are 24 commercial banks operating in Jordan. The research sample included all managers working at bank headquarters who are involved in developing and implementing service quality strategies.
2	The sample of customer responses was drawn from the general area of Athens, Greece.Personal interviews, basedonaquestionnaire,wereconductedbytrained personnelinordertoincrease thevalidityand reliability oftheresponses. The sample consisted of 793 individual customers of commercial retail banks. Since this study did not intend to measure quality perceptions in relation to any particular bank, respondents were randomly approached in the street and shopping centres. Although the sample is clearly a convenience one, the interviews were conducted at different locations and on different days as well as at uniformly distributed time intervals, in order to reduce location, date, and time related response-bias.
3	Although we did not hypothesize the baseline direct effects captured by the dotted lines in Figure 1, the results offer some inferences worth noting. For the repurchase visits model, five of the six antecedents—involvement, relationship age, relationship program participation, convenience, and competition—have significant main effects. Although the main effects of satisfaction and income are not significant, significant higher-order terms indicate that the direct effects are contingent.
4	Analytical and descriptive type of research has been carried out for the purpose of the study. The majority of the study is conducted using primary data. Simple Random Sampling Technique is used to gather the primary data. The sample for the objective of the study is selected scientifically.
5	By the end of 2015, there are a total of 52 banks operating in the Turkish banking system. As demonstrated in Fig. 1, banks can be divided into three main groups according to their scope, which are (1) deposit banks, (2) development and investment banks, and (3) participation banks. Deposit banks may be examined under four types, namely "state-owned", "privately-owned", "banks under The Savings Deposit Insurance Fund", and "foreign" banks.
6	The target population for this study is the local bank customers from HSBC in Hong Kong. HSBC is a world-renowned bank whose customers are perceived as reasonable representatives of the population. The sampling units consist of a heterogeneous population of the legal age to hold a savings and/or current account in HSBC.
7	This study is descriptive in nature. The main purpose of the descriptive research is validation of the developed hypothesis that reflects the existing condition According to Jackson (1985), switching cost is the sum of economic, psychological and physical costs. Switching cost are characterized by customer lock-in, where customer purchase the same brand repeatedly even competing brands have cheaper price (Aydin and Ozer,2005; Shy,2002)
8	Collecting data through survey on the listed companies using ERP in Sri Lanka and testing the data using different models Within the objectives of this study, we used a personally administered survey to collect the needed data.

	The method allowed us to screen respondents and allowed respondents to think about relevant key issues before they completed the survey at their convenience.
9	The target population for this study was individuals who have experience in golf in the Republic of Korea. The data collection was implemented at five virtual golf centers, two driving ranges, two outdoor golf country clubs, and a multi-purpose sports center with various facilities
10	The 35 item questionnaire adapted for this study employs a four-point Likert scale, with anchors ranging from „strongly disagree‟ to „strongly agree‟, that was chosen as it helps in eliminating the „neither/nor‟ position, as it was found that without such a position respondents have the tendency to choose from a negative scale which helps in getting a more accurate set of responses

Appendix IV: Complication of conclusions of the articles

Article no.	Conclusions
1	Generally speaking, the majority of relationships between functional quality and bank performance measures is partially mediated by service quality implementation variables; even their effects vary among performance measures. The findings indicate that marketing capabilities and corporate image exerted the strongest mediation effect on the relationship between functional quality and financial-based measures.
2	Our research effort though it is not without limitations. First, our behavioural responses battery needs further development. More specifically, additional items are needed to strengthen the psychometric properties of each of the individual scales. Second, the present study investigated only three types of consumers' behavioural responses. Certainly future researchers might consider further augmenting the proposed model by including additional consumers' actual behaviours, such as loyalty, communicating to internal employees and paying more. Third, the context of our study (retail banking in Greece) also limits the generalisability of the findings.
3	We examine the impact of customer, relational, and marketplace factors in a specialty retailing context in which repurchase behavior equals repatronage. We propose that these three categories of moderators likely generalize across repurchase situations; thus, the conceptual framework.
4	CRM has become an increasingly critical means of developing and maintaining customer loyalty while also helping the business, migrate to low value customer towards greater profitability. Bankers can now manage every single contact with the customer to build lasting relationships and collect data about customer's wants and their manner of purchase to customize services, which in turn would aid to generate worth for the customers and the bank
5	The relationship between intellectual capital and financial performance of banks has been the subject of countless studies. If the literature on this subject is reviewed, it is observed that the intellectual capital has a positive impact on financial performance of banks. In this study, the intellectual capital efficiency of 44 banks operating in Turkey between 2004 and 2015 is calculated by means of value added intellectual coefficient (VAIC) and it analyses how intellectual capital affects the financial performance of these banks (ROA)
6	Loyalty is the direct result of customer satisfaction, which is greatly influenced by the value of services provided to customers. The performance of customer service providers requires interaction with a customer, which leads to a focus on employee relations and customer service to achieve corporate goals. Indeed, staff attitudes directly influence customer experience, and happy employees can help to improve customer

	satisfaction
7	The study examines the determinants influencing customer loyalty in the telecom industry in Bangladesh. Multiple regression analysis is conducted in this study in order to find out influential determinants that lead customer loyalty in telecom industry. Based on previous literature, five (5) influential factors of customer loyalty were identified. The results show four factors significantly influencing the customer loyalty namely service quality, customer satisfaction, trust, corporate Determinants of Customer Loyalty in Mobile Telecommunication Industry in Bangladesh 146Global Journal of Management and Business Research Volume XVII Issue I Version I Year A 2017 © 2017 Global Journals Inc. (US) 1 image. Switching cost is an insignificant determinant in developing customer loyalty in telecom industry in the context of Bangladesh.
8	The study has identified the various factors which explain why certain consumers are not using internet banking. The two most frequently mentioned factors were perceptions about the risks associated with internet banking and the lack of perceived need. Other less frequently mentioned factors were lack of knowledge of the service, inertia, inaccessibility, lacking the human touch, pricing and IT fatigue
9	This study was the first step to explore a newly emerging sport with virtual reality, showing that there are differences and similarities from previous research from a marketing perspective. Given that the virtual golf is also one of the sport-related entrainment business, understanding consumer behaviors and predicting their consumption patterns, which might be a fundamental effort in sport marketing, should be mandatory
10	This study has several limitations, which suggest avenues for future research. Firstly, due to time and budget constraints, snowball sampling was chosen due to its convenient nature. Future research using a more random method would provide a better representation of samples. Secondly, using university students as the unit of analysis of the study limits the generalizability of this study. Sampling respondents from various groups of respondents including working adults and business organizations might provide a different scope of service quality expectations among logistic service providers.